Why
Architects Specify
O'Brien's
Liquid Velvet
Made By
The O'Brien Varnish Company
South Bend Ind.

Digitized by the Internet Archive
in 2017 with funding from
Columbia University Libraries

https://archive.org/details/whyarchitectsspe00obri

Being a Few Words
On the Important Subject of

TONE

and

INTERIOR DECORATION

To Those Interested in
New Buildings
or in
Making Old Interiors Look New

Liquid Velvet

The Architect's Problem

POSSIBLY no other building problem presents such an array of tantalizing elements as that of Tone—Interior Decoration; and once the general scheme *is* decided, just *what* product to use to make it most effective and *permanent*. And, no one interested in the building — whether it be a modest home or giant sky-scraper — realizes more fully the importance of using just the right medium than does the architect.

Primarily his work has to do with plans, stresses, beauty of the building outline, and other kindred features. But he knows that a poor decorative scheme or an ordinary decorative material will mar an interior that is otherwise architecturally perfect.

And that is why almost invariably, architects zealous for their professional standing, specify O'BRIEN'S LIQUID VELVET, the wonderful all 'round flat-drying oil enamel for coating walls and woodwork which renders them immune from the attacks of time, water, dust and germs, while affording a combination of rich tone effects hitherto produced only by the master mural artist.

LIQUID VELVET USED ON "THE BIGGEST BUILDING IN THE WORLD"—THE RAILWAY EXCHANGE BUILDING, ST. LOUIS, MO.

And that is why O'BRIEN'S is known so generally as "The Specified Brand." Even without its given name, these other three words would suffice to describe

ST. BARNABAS HOSPITAL, MINNEAPOLIS, MINN. FINISHED WITH LIQUID VELVET.

it. And when any article reaches such a state of popularity as to be distinguished by so trite an expression originated and employed by master architects themselves, it is only safe to suppose that back of it all is a *super-quality* which *must* mean something to the prospective builder, as well as to the dealer desirous of giving utmost value.

The Story of Liquid Velvet

Five years ago, the chemists and engineers of The O'Brien Varnish Company set out to develop an easily applied wall covering that would be a veritable enamel coating for walls and woodwork—one which could be produced in a wide range of tones for any decorative scheme, and which would be *washable*—while possessing an unusual durability and *versatility*.

The initial step which led to the production of

Minneapolis, Minn., January 23d, 1914.

The O'Brien Varnish Co., South Bend, Indiana.

Gentlemen: We cannot speak too highly of your Liquid Velvet, having used it on the walls of our new pavillion, a building of eighty-seven thousand square feet. We like Liquid Velvet because of the soft tones, no shine and the absence of odor while the work is being done. We are now painting the Nurses' Residence with Liquid Velvet and have no hesitancy in saying that it is the best paint for hospitals.

Very truly,

ST. BARNABAS HOSPITAL, Harriet S. Hartry, Supt.

such a wall enamel was made by preparing a liquid in which others could make their own washable wall coatings. After making this liquid and selling it for three years the next development was an exhaustive study of the most acceptable pigments to combine with it, so as to produce a washable wall enamel with every possible quality of beauty, utility and durability. An unusually fine equipment made it possible to carry every test to finality.

Remember—here was a great series of tests being made by a *varnish* house to produce an article the importance of which had not been seriously considered heretofore. And, it is the very fact that Sanitas *is* made by a *varnish* house that commends it so strongly to architects, contractors, decorators and others in the building trades who wish to see their work enhanced and perpetuated in a *real* quality covering.

The Great Test

At last Sanitas was considered perfect. And a master test was decided upon. It was placed before the architects, contractors and high grade artisans for their unbiased opinion. They accepted the work

PUBLIC SCHOOL, ROCHESTER, N. Y. FINISHED WITH LIQUID VELVET.

IN THE LIBRARY, LIQUID VELVET PRESENTS A RESTFUL AREA TO THE EYES.

of the chemists and engineers of The O'Brien Varnish Company, as being the best yet offered—as something far in advance of all others.

The High Standard

The best wall enamel is one which can be applied both as a finishing coat to walls as well as an undercoat to woodwork. It must also have considerable water-proofing quality as well as durability. It must be of such a nature as to form upon drying, a hard, elastic and impervious surface that may be washed with water or antiseptic solutions, or subjected to fumes of products used for fumigation. The pigments must be permanent, unfading, non-darkening and unaffected (even when most delicately tinted) by the caustic lime that exists in cement and plastered walls.

It must not glare—it must present a restful area to the eye—features particularly desired in bedrooms and hospital wards. Upon application it should flow out to a smooth velvety texture and present highly pleasing, soft toned effects.

And It Should Have Weight

It is essential for a good coating that the amount of pigment per square inch or square foot of surface should be large. This means durability.

Liquid Velvet weighs nearly eighteen pounds to the gallon, being heavier than any other article offered for this class of work.

Remember, Liquid Velvet is an *oil* enamel. The pigment is prepared in a flat drying oil, permitting the use of large quantities of it. *Right there is the main secret of its superiority.* As a result it spreads very freely—leaving no laps or brush-marks, while being easy to apply.

To produce an enamel of unusual weight and still have enough oil to act as a good binder, demanded the utmost skill of the master varnish makers of The O'Brien Varnish Company.

Architects, contractors, decorators and painters know this—and it has given rise to many interesting experiments on their part. Time and time again they have weighed out the enamel—applied it—noted the quantity of oil in it—observed how the enamel loses its lustre very slowly—and how finally the oil

LIQUID VELVET—THE WATERPROOF WALL ENAMEL—USED ON THE TAMPA YACHT CLUB, TAMPA, FLA.

LIQUID VELVET LENDS ITSELF TO ANY DECORATIVE SCHEME FOR LIVING ROOMS.

content dries *flat—not because of the quantity of the pigment, but because the waxeous binding material is a flat drying one.*

Most enamels and paints of this character depend on an unnecessary quantity of inert pigment to flatten the enamel, and a freedom from excess of binder. They go flat immediately, show marks and streaks, are inclined to peel because lacking the necessary binder, and possess no great durability.

Liquid Velvet on the other hand, leaves a flat, smooth surface with a dull metallic finish, thus showing its exact pigment combination and the perfect union of the pigment with the liquid.

Please get this thought again. All these are not mere "book" arguments. They are the facts which architects, builders and master painters have tried, tested and proven for themselves. Always the verdict has been that Liquid Velvet possesses every quality that an enamel-covering should possess, and to a degree not secured in any competitive brand.

A Word in Passing—About Color Schemes and Tone Effects

To the prospective builder who may be seeking ideas here on technical color and tone effects, let us just say this:

Consult your architect, or your decorator. A bewildering array of material has been written on this subject, and the average catalog which does *not* confuse with exhaustive tone and color notes is unusual.

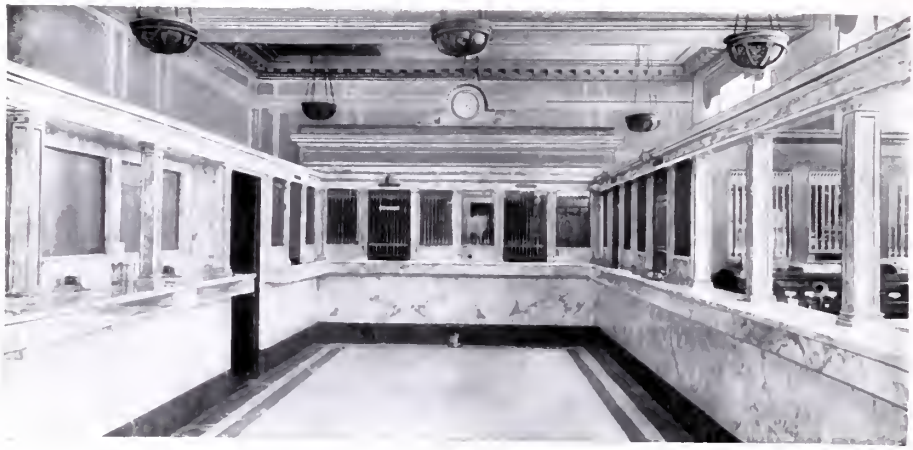
Yet the subject is important none the less. Not only is the color scheme to be considered, but also the material itself—its adaptability—durability, "washability" and general all 'round utility.

Then there is the consideration of the "psychology of tone effects"—just what color arrangement to follow for this room or that—and why.

But again, we say, see your architect or decorator. They know! Bear in mind that what to you is a deep problem is part of their everyday work.

Remember that their vast experience is worth something to you. Consult them! They will know

ANTI-TUBERCULOSIS HOSPITAL, COLUMBUS, OHIO. FINISHED WITH LIQUID VELVET.



BANKS THROUGHOUT THE COUNTRY HAVE ADOPTED LIQUID VELVET FOR ITS ECONOMY.

about Liquid Velvet—"The Specified Brand." They can tell you just why it is the one wall enamel for you, how it provides any needed tone or complete color effect, how it enhances the beauty of interiors where it is used—and how it saves money because of its great durability every way.

Primarily the purpose of this book is to give some comprehensive idea of the unusual excellence of Liquid Velvet for use everywhere, and there is so much to be said in its favor that to say it briefly means that many arguments which would make splendid material for a booklet of a lesser product can be taken for granted here.

Twenty-Four Shades

Liquid Velvet is made in the white and twenty-four shades shown in the middle of this book. Countless other shades can be made.

For an order of sufficient size various different colors can be furnished to match or carry out any desired color effect.

Almost invariably, earth colors are used in Liquid Velvet to insure permanency of tone and freedom

from fading or staining. In order to get intense and particularly brilliant colors it is occasionally necessary to use chemically made coloring matter—*but only those that are positively alkali proof.* Thus lime and other corroding elements have no effect on even the most delicate shades, a most important consideration where permanent artistic effects are sought—*and another of the factors by which* Liquid Velvet *has won the distinction among architects, builders and decorators as "The Specified Brand."*

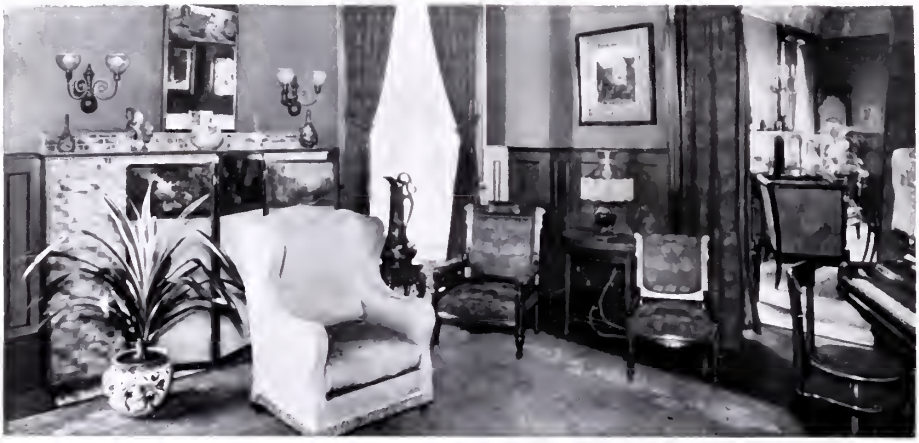
Waterproof—Washable

Being ground exceedingly fine and requiring no soap solution of any kind to keep it from settling, Liquid Velvet sheds water easily and is not affected in any way by any quantity of liquid coming in contact with it, as is so often the case with enamels in which a soap must be used.

Liquid Velvet has a smooth, lustrous surface; but independently of this sheds water readily, since it contains naught of a saponaceous nature to be affected by the water.

Consequently, when soiled by smoke, dust, dirty hands, etc. Liquid Velvet can be washed clean and made new

HOTELS FINISHED WITH LIQUID VELVET ARE EASILY KEPT CLEAN AND INVITING.



FOR THE HOME, LIQUID VELVET IS THE IDEAL FINISH.

looking with ordinary soap and water, which revivifies the colors and adds to the life of the enamel.

And that is a point well worth considering. It speaks of money saved—of an interior undisturbed by frequent recoating—of an EFFICIENCY unknown to walls and woodwork covered with a less perfect product.

It Has a Great "Spread"

And here is another prime advantage which architects, decorators and builders generally have been quick to *see—the great and easy spread.*

Liquid Velvet is made for use on large surfaces, and meets every requirement for a fast, smooth, economical spread. It is very slow in setting—and very free in working. When brushed out as a wall coating it lays smoothly and evenly *and does not show laps or brush marks.*

A heavy brushful can be easily spread and placed wherever it is wanted, since the oil content prevents it from setting quickly, making it possible to work with it for many minutes after the initial application.

For this reason Liquid Velvet is regarded as a most

unusual wall enamel, since the greater part of all wall work involves large surfaces, and unless the enamel *is* of this type it will not only show the brush marks, but the laps as well.

Still another Liquid Velvet feature which appeals to architects and builders is that one coat only will usually suffice, while there is rarely an occasion for more than two.

The enamel comes in a very heavy body, so that when two coats are desired, the first coat can be thinned with some linseed oil, and then with either turpentine or naphtha. This gives it an added penetrating quality when used on woodwork, and also materially reduces the cost, since it is unnecessary ever to apply the first coat full strength. In fact it is frequently practicable to reduce the second coat also, for it must be remembered that Liquid Velvet is unusually heavy, and has an exceptional spreading capacity. One gallon will cover from 450 to 800 square feet, according to the character of the surface.

And, even when reduced with a reasonable quantity of oil as directed, the washability is not impaired.

GIRLS' INDUSTRIAL SCHOOL, GENEVA, NEB. FINISHED WITH LIQUID VELVET.

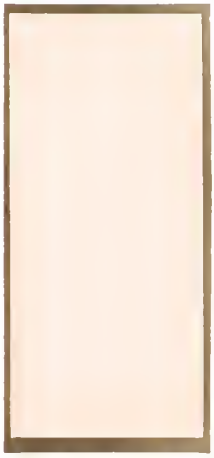
336 Cream Tint

327 Cream

331 Light Granite

326 Light Gray

351 Azure Blue



338 Carnation Tint

341 Medium Tan

344 Medium Yellow

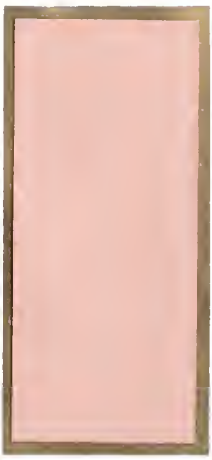
343 Fawn

334 Deep Tan

320 Brown

325 Dark Blue

332 Leather Brown

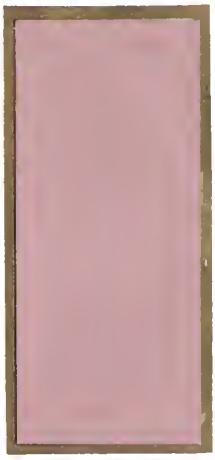


337 Carnation

328 Pink

340 Lavender Tint

339 Lavender



335 Old Rose

329 Light Green

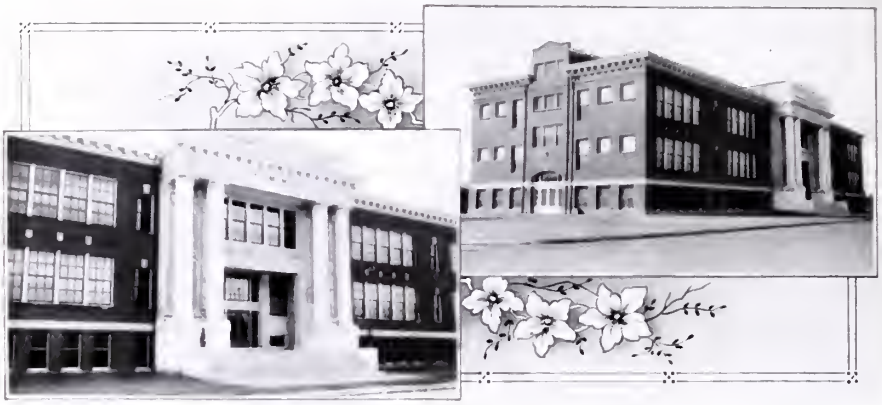
345 Light Sage

322 Light Blue

342 Sage Green

324 Red

323 Green



FORTY-NINTH STREET SCHOOL, LOS ANGELES, CAL. FINISHED WITH LIQUID VELVET.

For a Moment—Consider the Question of Health

Here again is a factor which compels serious consideration in the finishing and decorating of interiors. It is one that is receiving as much attention on the part of architects and builders as the proper placing of doors and windows throughout the building.

Wallpapers, burlap, water colors and absorbent coverings generally are lodging and breeding places for vermin.

Paint and lime coverings easily crack and crumble and contaminate the atmosphere.

Coverings mixed with white lead, arsenic, etc., are poisonous.

Shiny, glaring coatings reflect the light and are injurious to the eyes.

Liquid Velvet has none of these objections. It is easy to apply to practically any wall or wood surface—does not absorb injurious elements—affords no lodging place for dust or vermin.

It will not crack, crumble or disintegrate in any way to contaminate the atmosphere.

It contains nothing of a poisonous nature.

On the wall it presents a "velvet" surface that rests the eyes. From this quality it has won its name.

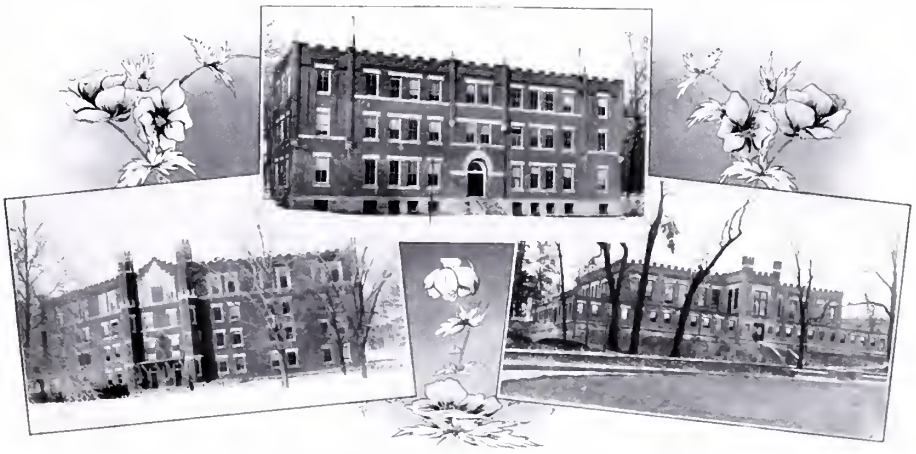
And these are only a few of the "health" reasons for which Liquid Velvet is so universally preferred, and by which it has won such a world-wide distinction as "The Specified Brand."

Adaptability

Liquid Velvet possesses a unique adaptability since it can be employed so extensively throughout the interiors of buildings generally.

In fact, this type of enamel is rapidly replacing other interior paints such as lead and oil, water paint, and calcimine. Paints made in the old-fashioned way with lead and linseed oil must be made so heavy in order to produce an enamel anywhere near the consistency of Liquid Velvet that only most skillful experts can apply them.

Anyone can apply Liquid Velvet and with great speed and economy, because it spreads and covers much better than any combination of lead and oil of whatever body. While a lead and oil paint shows a lustre—



LIQUID VELVET USED AT THE CULVER MILITARY ACADEMY, CULVER, IND.

it is not uniform If a lustre should be required in a Liquid Velvet finish, it can be readily produced by adding a proper varnish to the mixture. Varnish will not affect the washability Besides this gives you a much less expensive mixture than lead and oil, price for price, and one that goes much farther.

LIQUID VELVET USED ON THE REIBOLD BUILDING, DAYTON, OHIO.

And, right there is another reason why Liquid Velvet is "The Specified Brand." It costs less—while giving bigger and better results, and affording a far wider range of usefulness than any other one product.

Where To Use It
For Interiors in General

Liquid Velvet is primarily a strong, durable, beautiful, washable covering for interior walls and woodwork.

The almost endless soft shades produced by the various colors and mixtures can be arranged to give exquisitely artistic effects in any building. With the use of the darker shades on the side walls, and the more delicate tints on the ceiling, with an appropriate stencil effect uniting the two, the most perfect harmony can easily be secured by anyone, in addition to the super-qualities and greater durability for which Liquid Velvet is particularly noted wherever used.

ADDISON APARTMENTS, DETROIT, MICH.
LIQUID VELVET USED.

FRISCO BUILDING, ST. LOUIS, MO.
LIQUID VELVET USED.

For Hotels and Restaurants

Dark rooms and other places in which Liquid Velvet is used are made very attractive, and are easily kept clean. Rooms, corridors, closets, etc., finished with Liquid Velvet are far more sanitary than when papered. Heavy atmosphere in extremely dark out of the way places becomes fresh and sweet after Liquid Velvet is applied to the walls and woodwork.

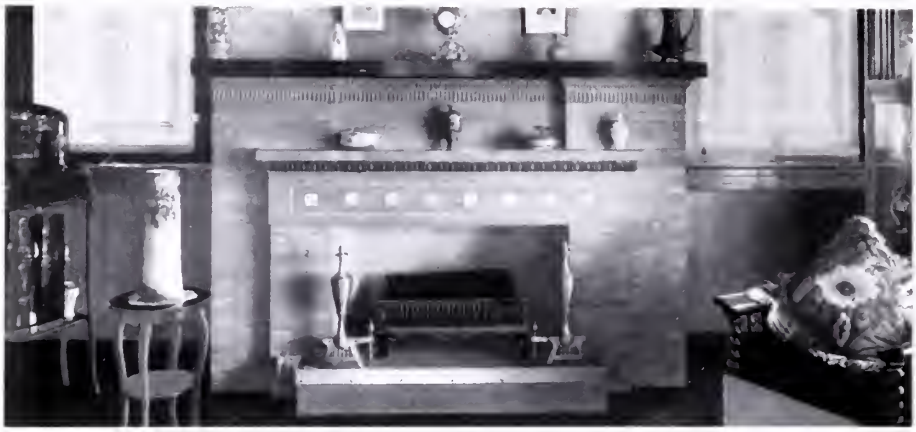
In Bathrooms

Give the entire bathroom one coat of Liquid Velvet. If the floor is of wood and is to be covered with oil cloth, or linoleum, give it a coat too. This will make it waterproof. In old bathrooms even the tub can be coated inside and out. In such rooms, old wood which has started to decay can be given a coat and the decay immediately arrested, while a brand newness is imparted to the finish.

Over Wall Paper

No need to remove the paper. No sizing required. The oil in Liquid Velvet goes quite through the paper and grips the wall so that the entire covering is one firm, durable coating, absolutely protected against the attacks of germs, dust and insects. It sheds water like a marble wall.

EITEL HOSPITAL, MINNEAPOLIS, MINN.
FINISHED WITH LIQUID VELVET.



HEAT FROM FIREPLACES AND RADIATORS HAS NO EFFECT ON LIQUID VELVET.

There will never be any need to remove the paper. New coats of Liquid Velvet can be added as needed. This is a particularly valuable article for use in kitchens, wash rooms, etc., which ordinarily are so easily affected by moisture.

In Hospitals

For sanitary reasons wall paper is not used in hospitals. Calcimine and similar compositions are also considered unhealthy. Oil paints are objectionable because they shine and glare—a real detriment where the comfort of sick people is concerned.

Liquid Velvet can be washed at will, without affecting its delicate tints, and without absorbing moisture. It presents a soft "velvet" finish which does not tax the most weary eye. It is a finish which can be used with equal economy and satisfaction throughout the entire establishment—wards, rooms, operating theatre, bathrooms, kitchen, dining room, corridors, waiting rooms, etc.

Liquid Velvet "carries through" from cellar to attic. That is another reason why it is "The Specified Brand."

In Mills and Factories

Liquid Velvet applies with equal ease to concrete, steel, wood or any surface ordinarily found in manufacturing plants. Unlike whitewash, calcimine, and cold water paints, constant vibration does not affect it. Every surface covered with it can be washed as often as required.

The soft "velvet" finish and absolutely smooth surface insure a proper distribution of light, and can easily be cleaned with a broom or brush.

In these places, one coat of Liquid Velvet usually suffices.

In Breweries and Malt Houses

Liquid Velvet prevents the fungus growths detrimental to the brewing process. It affords no hold for any fungus whatever.

It can be washed every day without the least hazard to the finish. Constant soaking in water will not develop soft places for new growths to start.

LIQUID VELVET AIDS IN THE DISTRIBUTION OF LIGHT.

Consequently there is a decided advantage over ordinary coatings. The absence of any harmful ingredient in the pigment used in Liquid Velvet makes any contamination utterly impossible—an important point worth considering as against lead paints so often used for this class of work.

In Cellars and Basements

Here Liquid Velvet is particularly valuable as an aid to a sweet atmosphere and proper lighting. It gives every light ray its full value, prevents woodwork from decaying and metalwork from rusting. It is especially commended for use in old cellars, laundries, furnace rooms, etc., where the newness is all gone, and where the air would otherwise become very heavy. Being impervious to moisture it keeps the cellar or basement as sweet and dry as rooms above the ground.

Three Further Suggestions

Where a particularly heavy gloss enamel is to be used, Liquid Velvet can be applied as an undercoat. It smooths up the rough places and gives a splendid foundation with little or no sandpapering.

For outside brick work also where a specially heavy enamel such as Flexico is to be applied Liquid Velvet makes a splendid "surfacer" when thinned with linseed oil. One quart of oil to a gallon is sufficient to make it adhere to the brick, and to spread much better than lead and oil—resulting in a great saving. Still another advantage is that Liquid Velvet does not run—it stays just where it is "put". Thus it is easier to work. It offers this same advantage on outside steel work, store fronts, etc. It also makes a

fine "ground" for oil and lead paint, as well as for any kind of white paint.

In short—this is why

Liquid Velvet Is "The Specified Brand"

It is an *oil* enamel.

It is made by a *varnish* house of forty years' experience.

It comes in any desired tone—from rich colors to most delicate tints.

It is washable.

It is waterproof and sunproof.

It does not shine and glare.

It is unusually heavy—weighs nearly eighteen pounds to the gallon; heavier than paints intended for similar purposes.

It goes much farther than heaviest lead and oil paints.

LIQUID VELVET USED ON NEW YORK TITLE INSURANCE CO. BUILDING, NEW YORK CITY.

It can be used from cellar to garret.

It has a great "spread"—and is easy to work.

It shows no lap marks or brush marks.

It contains no poisonous substances.

It dries flat.

It has no nauseating odor.

It requires the least number of coats.

Its twenty-four colors are lime and alkali-proof.

It can be used anywhere—from modest home to grand palace or skyscraper.

It can be applied *over* wall paper.

It harmonizes with any surrounding.

It affords no lodging place for dust and germs. It can be used as:

A Wall Coating
An Undercoat for White Enamel
A Waterproof Concrete Coating
A White Paint for Factory Interiors
A Background for Certain Sign Work
A Protection to Steel and other Metal Surfaces.

It adapts itself to practically every inside and outside decorative purpose.

It has been tried, tested, and *proven* by thousands of leading architects, decorators, and builders, as well as by a host of dealers interested in knowing just *what* they recommend—and why.

It is the one all-'round, full-value, covering which can be used without a single doubt, and which wears without a single regret.

MADE ONLY BY

THE O'BRIEN VARNISH COMPANY
SOUTH BEND, INDIANA, U. S. A.

SOLD EVERYWHERE

Directions *for* Using Liquid Velvet

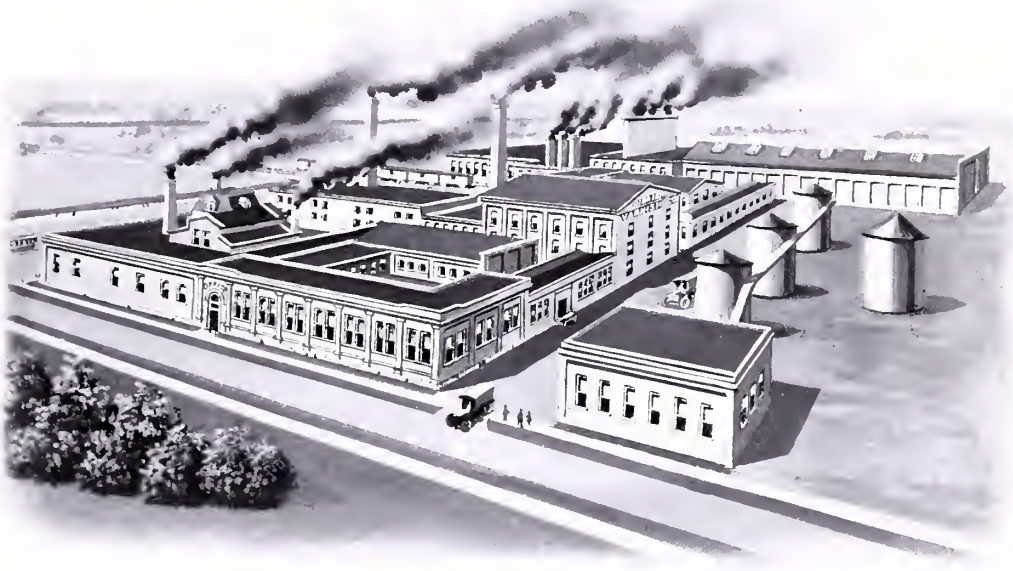
——On new walls—whether sand finish or smooth finish plastering—the work being free from all blemishes, should, when necessary be given a coat of O'Brien's Alkali Proof Wall Size tinted to the color of finish desired.

——After the size coat has become thoroughly dry and hard the work should then receive two coats of Liquid Velvet. The first coat should be thinned one-fourth with turpentine or naphtha.

——On brick, concrete or metal work no size is neecessary.

——In using Liquid Velvet on walls which have been papered, it is not necessary to remove the old paper.

——On all work which has been previously painted, add from one pint to one quart per gallon of raw linseed oil to the first coat of Liquid Velvet.



HOME OF O'BRIEN'S LIQUID VELVET.

AVERY LIBRARY
COLUMBIA UNIVERSITY

SOUTH BEND, IND

O'Brien's
Liquid Velvet
WASHABLE FLAT WALL ENAMEL
MANUFACTURED AND GUARANTEED BY
THE O'BRIEN VARNISH CO.
SOUTH BEND
INDIANA